

MARINA DEL REY VISIONING

Introduction

Marina del Rey is a small-craft harbor, visitor-serving destination, and residential community located in western Los Angeles County along Santa Monica Bay. The small-craft harbor was constructed in the mid 1960s and residential, commercial, and visitor-serving development followed over the next two decades. As Marina del Rey has matured and consumer tastes and recreational interests have evolved, it is necessary to develop a revised vision to guide future redevelopment in the Marina. The Marina del Rey Visioning Statement was created to provide that guidance. Below is a brief summary of our outreach process, themes that emerged from that process, the major recommendations made by the Department of Regional Planning, and implementation.

Input

Beginning in April 2013, County staff met with members of the public to hear their ideas and concerns about future development in Marina del Rey. Outreach activities included telephone interviews, a community kick-off question-and-answer meeting, community workshop and walking tour, numerous focus groups, stakeholder interviews, and an interactive town hall-style website. During this time, many individuals provided comments directly to staff and via email and telephone. Staff also met with the Regional Planning Commission, Small Craft Harbor Commission, and Design Control Board to take their input. Supporting the outreach effort, the Department of Regional Planning hired several consultants to perform technical analyses on existing conditions in the Marina and provide suggestions for improvement.

The overarching themes that emerged from public, advisory body, and consultant input are:

- Develop activity districts.
- Improve mobility and directional signage.
- Enhance the image of the marina and its built environment.
- Enhance recreation opportunities.
- Provide public gathering spaces.

Recommendations

Working with the Departments of Beaches and Harbors and Public Works, the Department of Regional Planning evaluated the public input and consultant suggestions and makes the following principal recommendations (see map on the following page):

- Group land uses into four districts:
 - ◊ The Residential District is intended to remain a predominantly residential area.
 - ◊ Marina Beach is intended to be developed with marine-related, beach-oriented, and other related uses.
 - ◊ Visitor's Row is intended to be developed with visitor-serving uses.
 - ◊ Boater's Way is intended to be a boating center where most boating-related businesses and services are located.
- Relocate the existing boat launching and storage facility from its current location on parcels 49M/R/S to the area occupied by visitor-serving retail and commercial uses at the southerly end of Fiji Way adjacent to the main channel.
- Retain boat service, repair, and operations uses in the area at the southerly end of Fiji Way.
- Redevelop parcels 49M/R/S as a major visitor-serving, entertainment, and retail center.
- Co-locate the visitor's center, harbor administration offices, and the Lloyd Taber-Marina del Rey Library around the area currently occupied by the Library.
- Develop urban design guidelines to assist in the design of public and private redevelopment projects.
- Enhance the non-motorized boating amenities at Marina Beach and elsewhere in the Marina.
- Develop multi-modal mobility hubs that would co-locate vehicular, transit, bicycle, and pedestrian facilities at strategic locations



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throughout the Marina and serving each district.

- Develop park-once districts around the mobility hubs to allow people to quickly enter the Marina, park, get out of their cars, and navigate the Marina without the use of cars.
- Improve directional signage.
- Develop gateway signage at main access points to the Marina.
- Enhance bicycle and pedestrian paths and the overall walkability of the Marina.

Implementation

Implementation of the Visioning Statement will take place over the short-term and the long-term and requires a number of actions to realize the ideas and recommendations contained in this document. These actions will be used to guide:

- Decisions concerning individual projects.
- Negotiations for lease extensions and new leases.
- Work programs for County departments with responsibilities in the Marina.
- Policy changes regarding the Marina del Rey Local Coastal Program.

Implementing these recommendations can be achieved incrementally as redevelopment opportunities arise, and would consist primarily of enhancements to existing development and investment in public facilities. Requiring redevelopment projects – both public and private – to comply with a standard set of design guidelines and accommodating mobility hubs in all areas of the Marina will allow most of these recommendations to be implemented.

